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PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

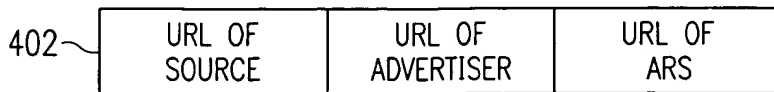


FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

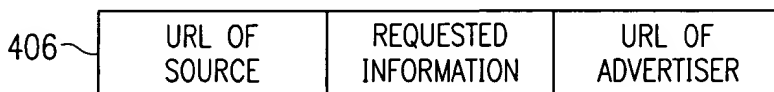
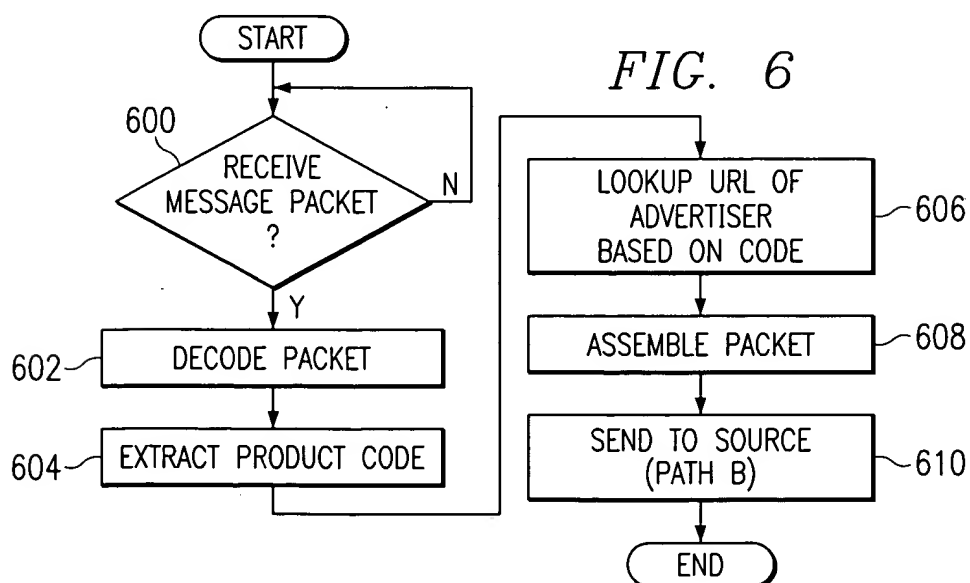


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)



FIG. 4e





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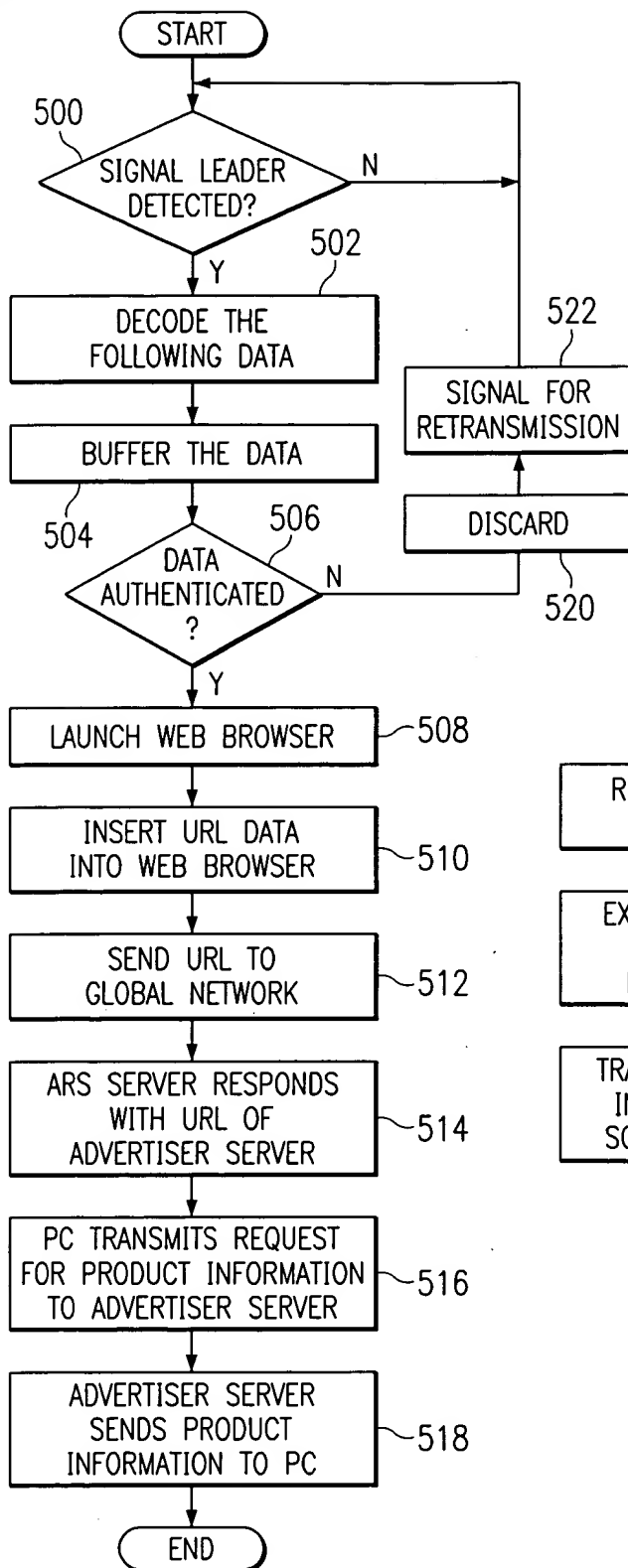


FIG. 5

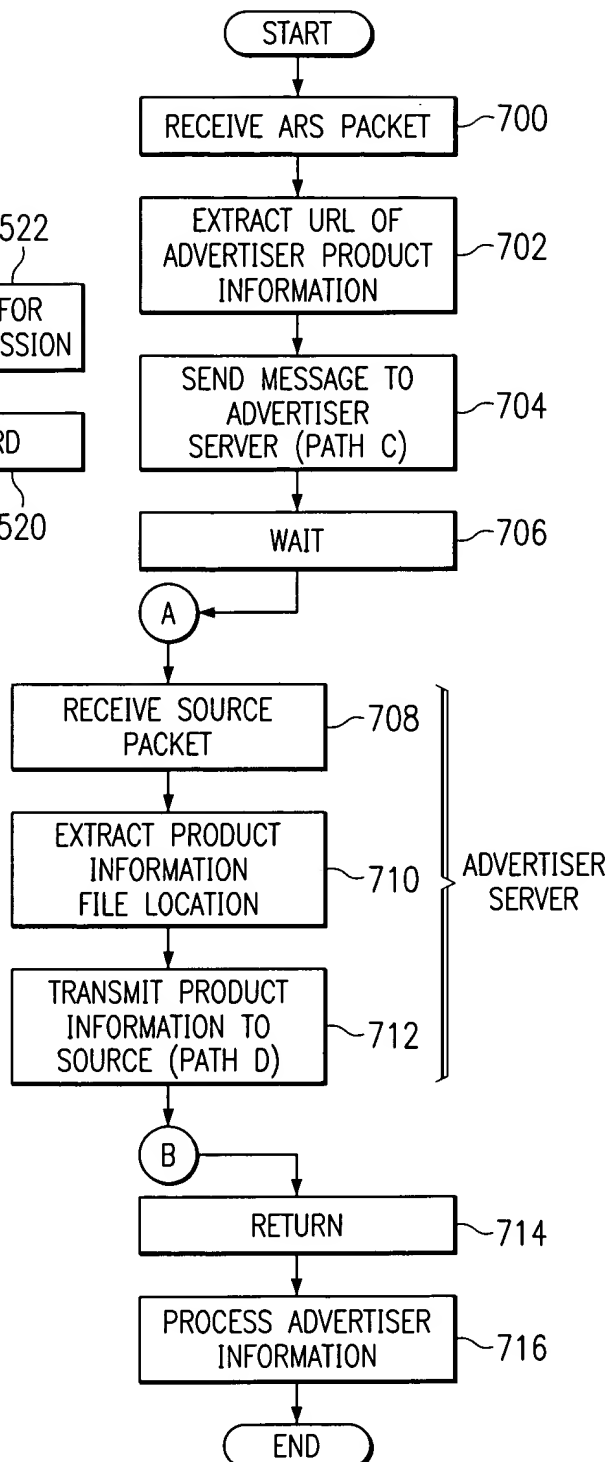


FIG. 7



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DISPLAY

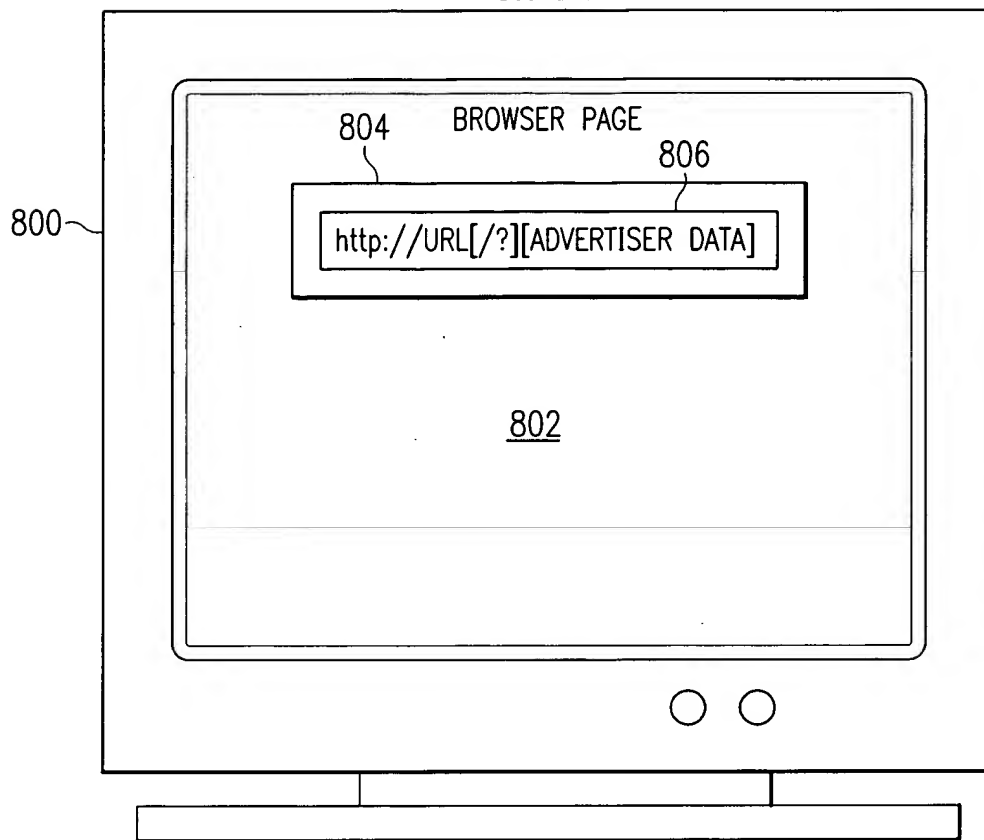


FIG. 8

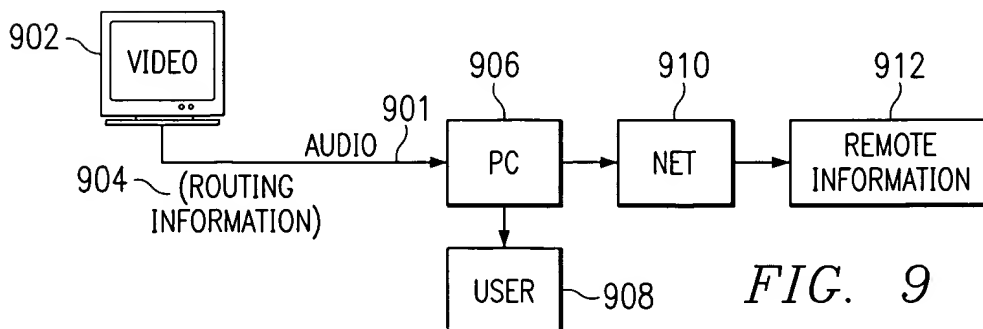
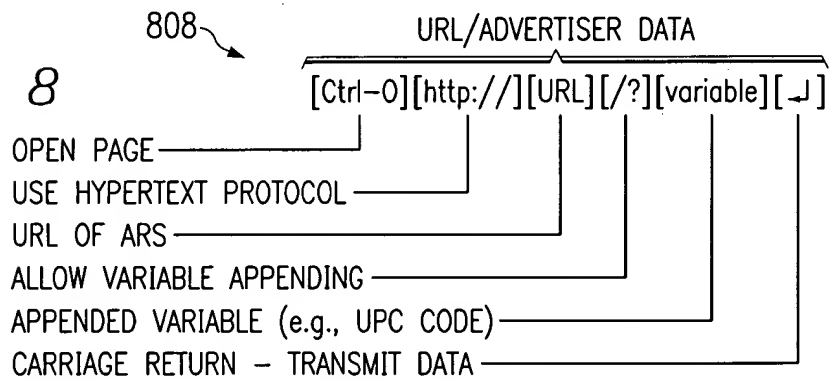
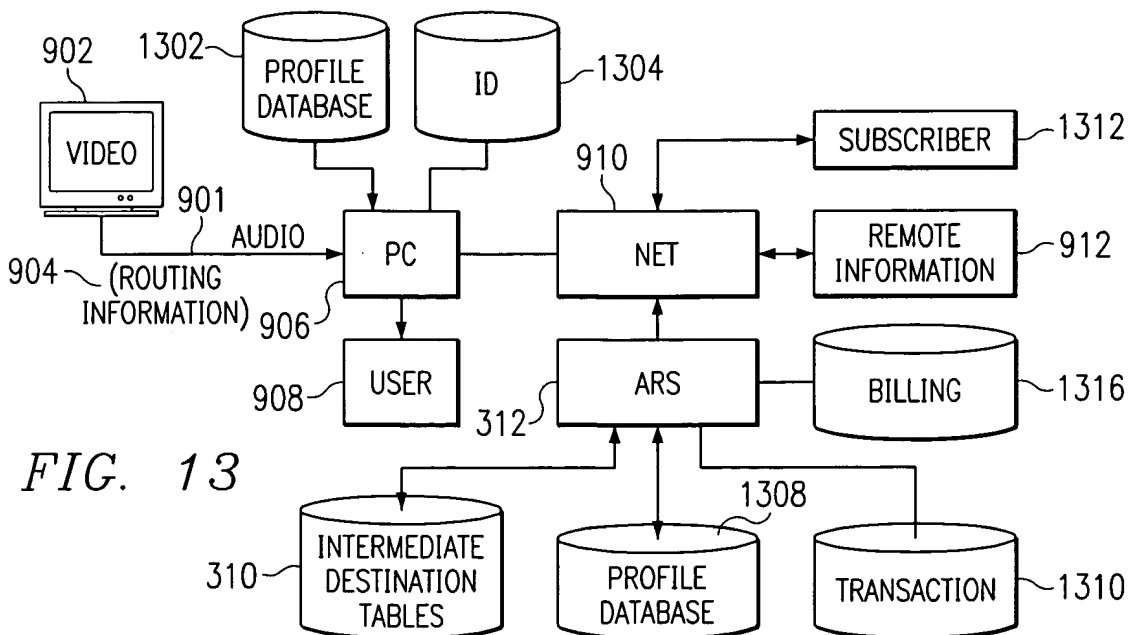
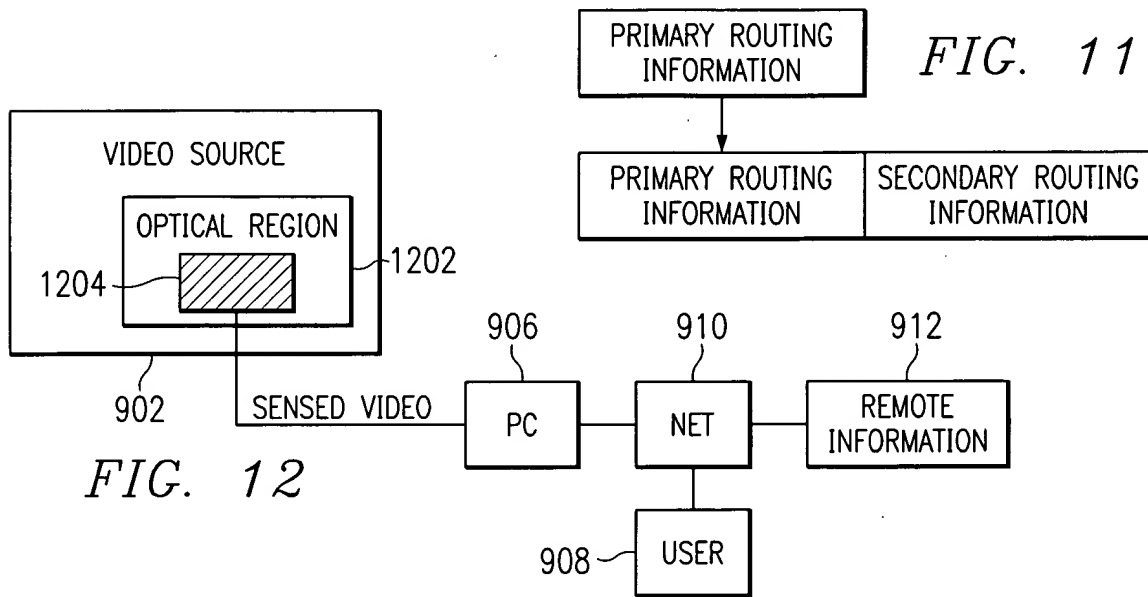
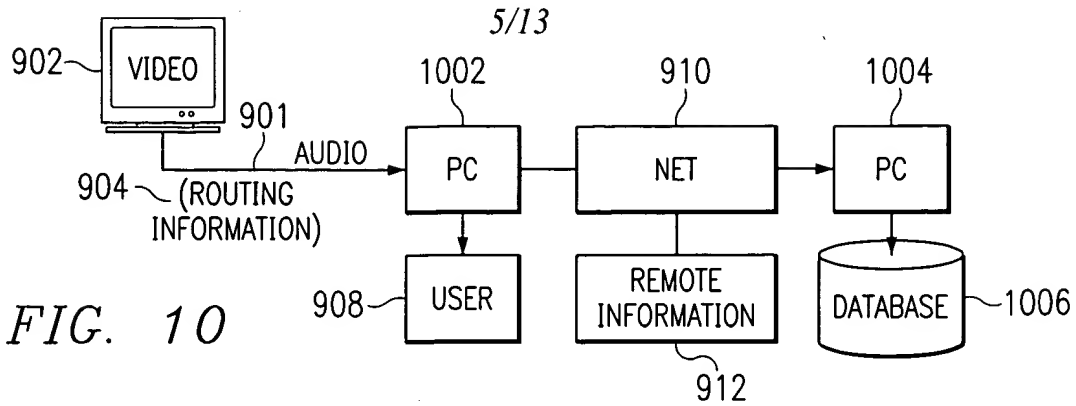


FIG. 9





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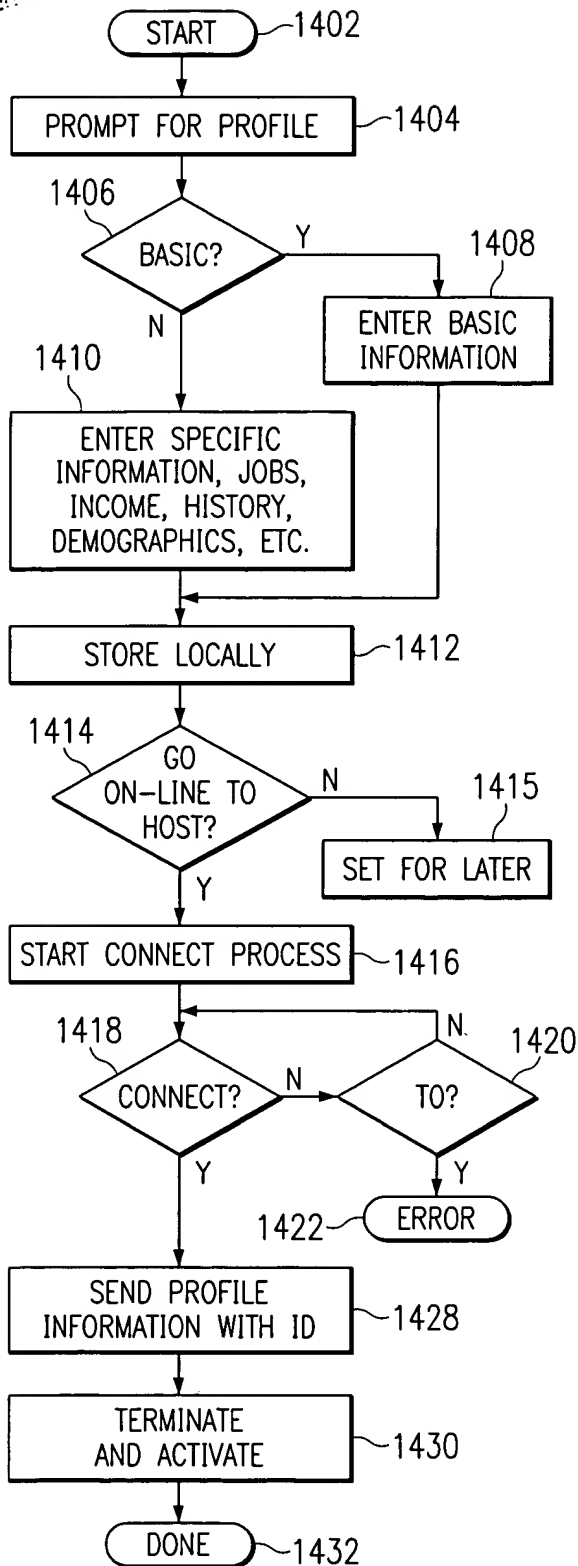


FIG. 14

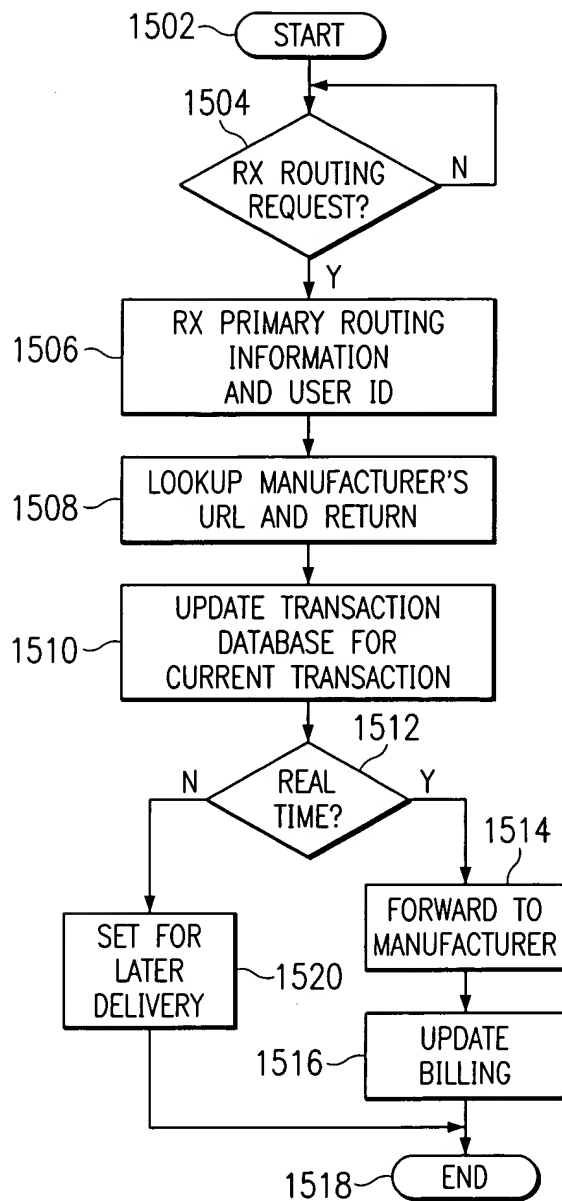
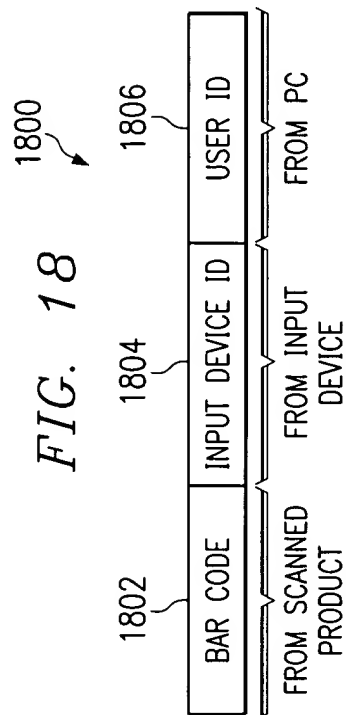
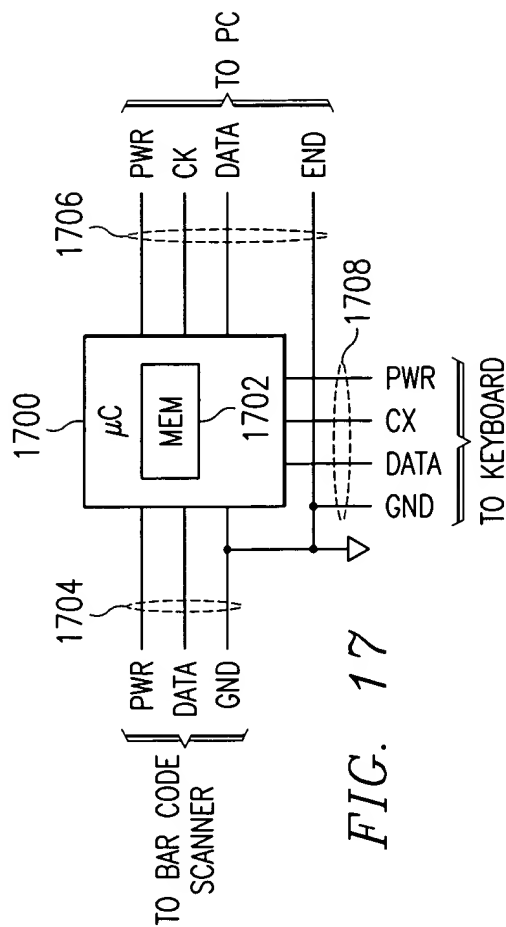
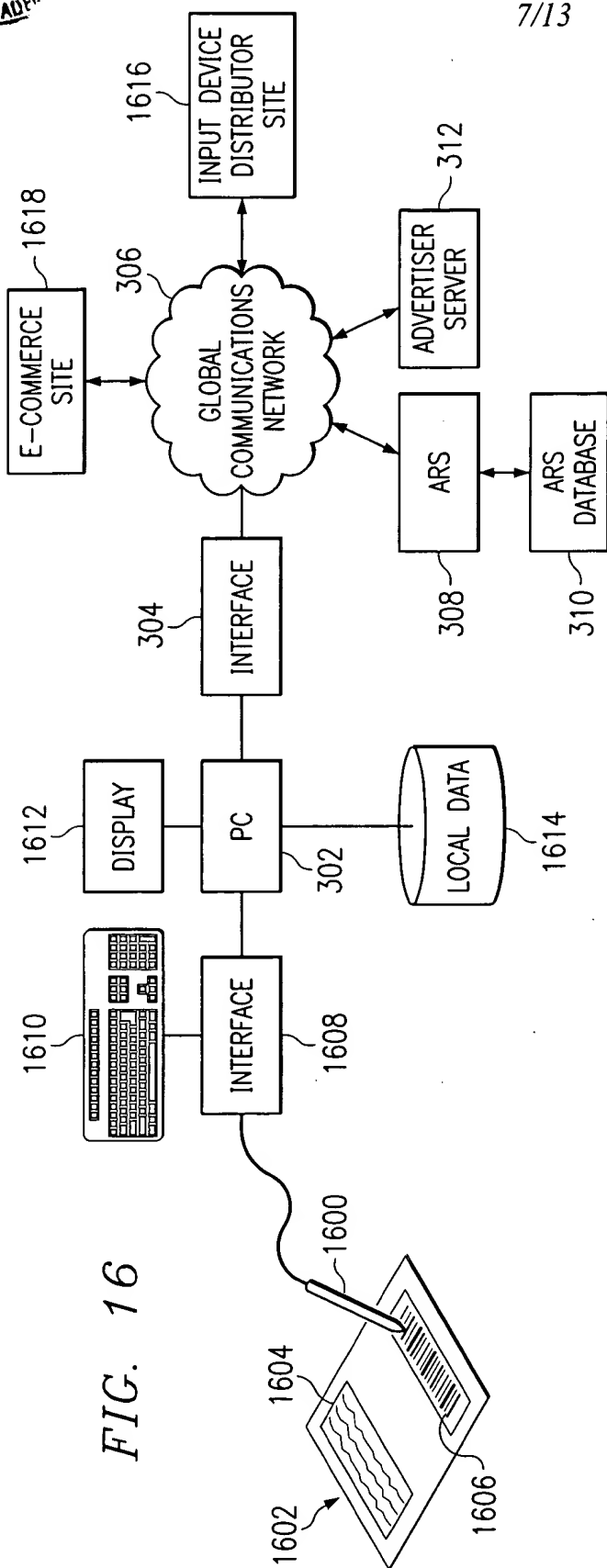


FIG. 15





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FIG. 19

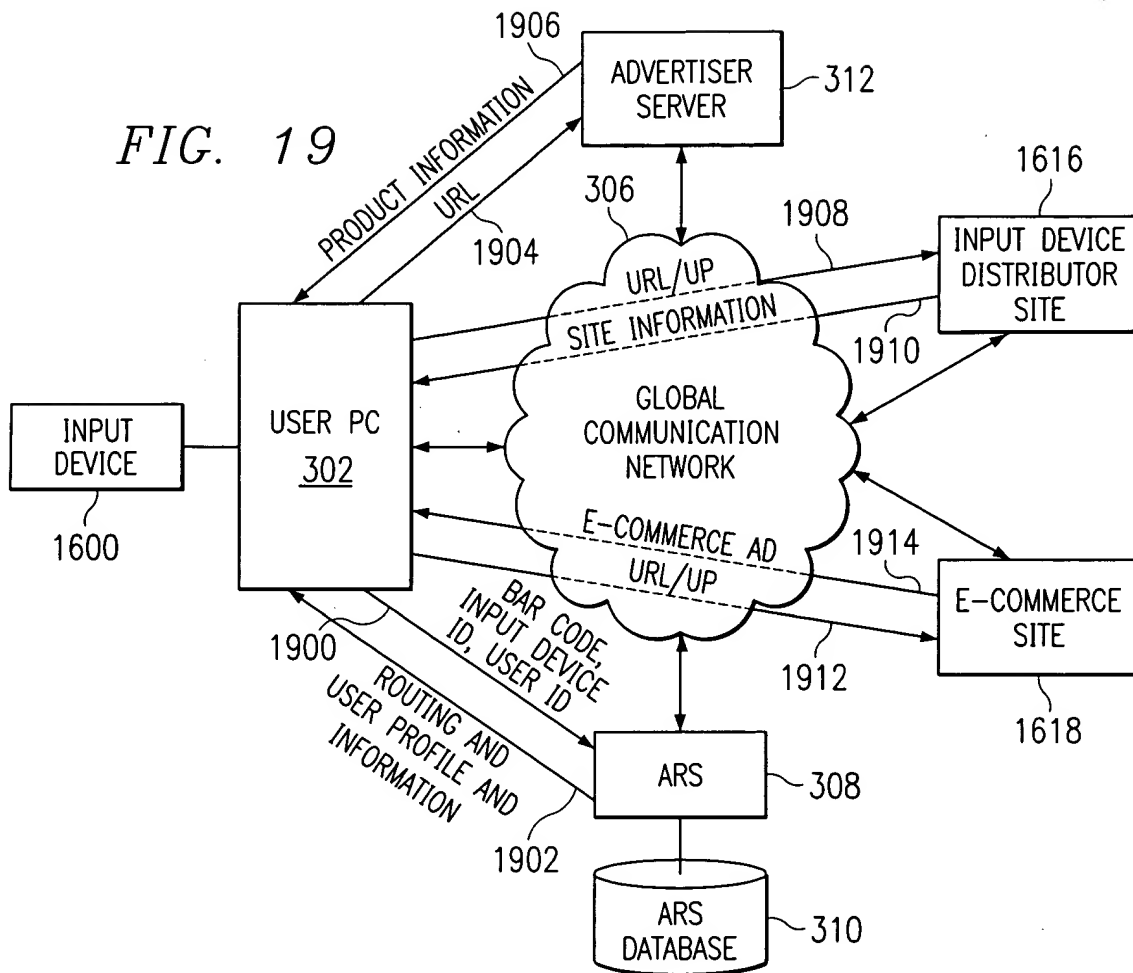


FIG. 20

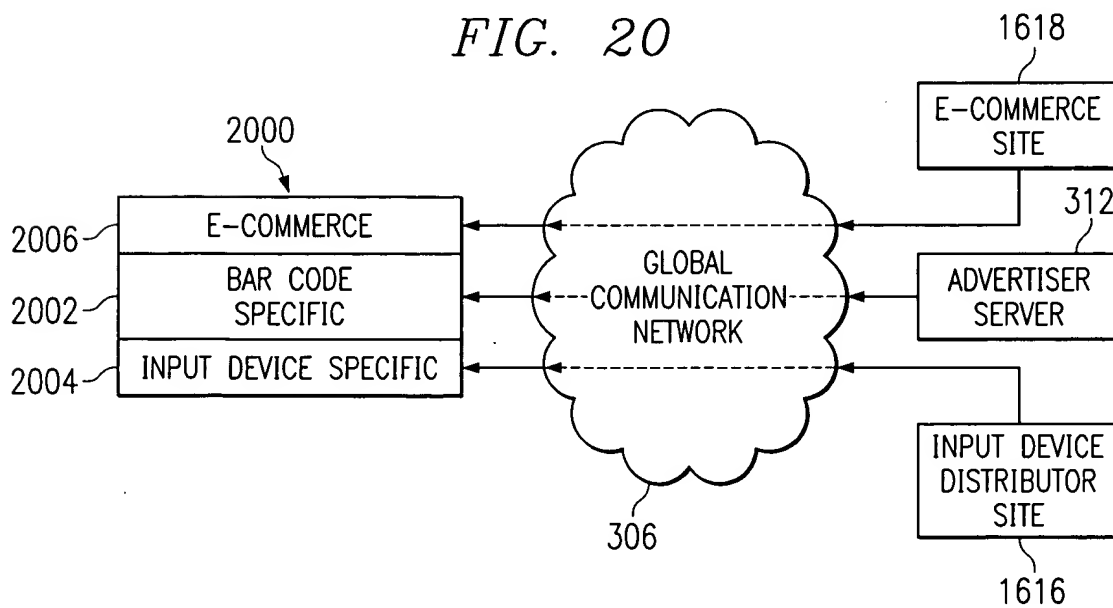




FIG. 21 9/13 ARS DATABASE 2100

2102		2104		2106	2108	
PRODUCT		INPUT DEVICE		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

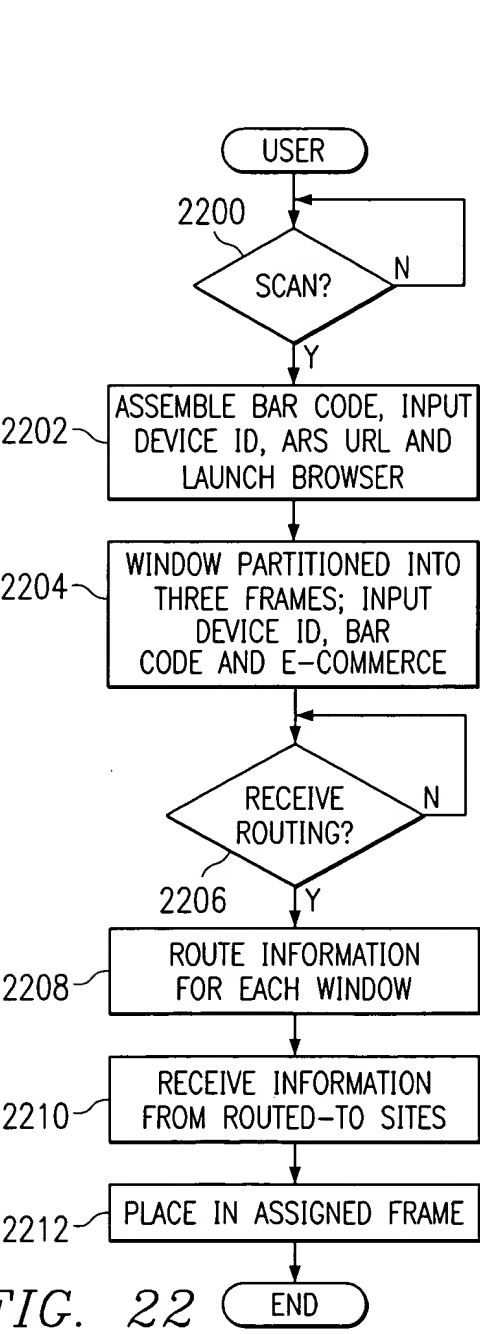


FIG. 22

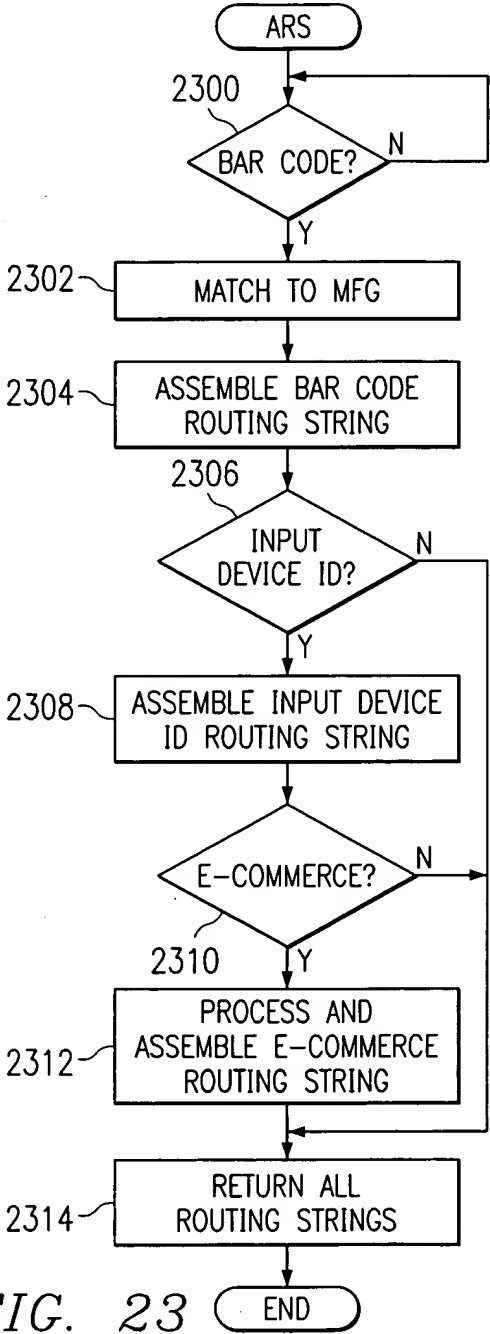


FIG. 23

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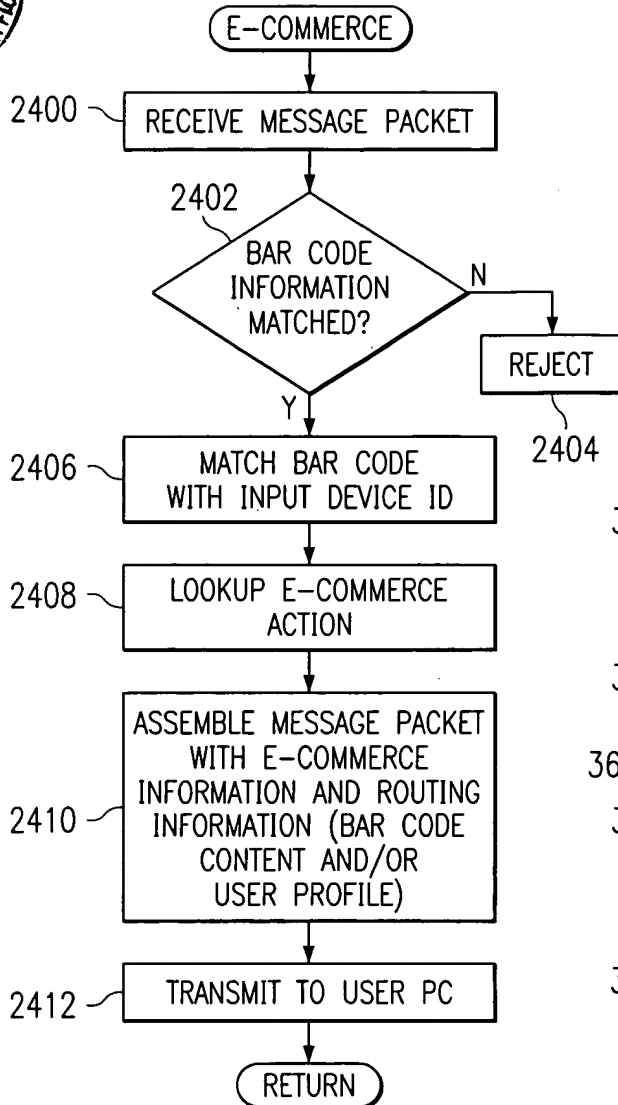


FIG. 24

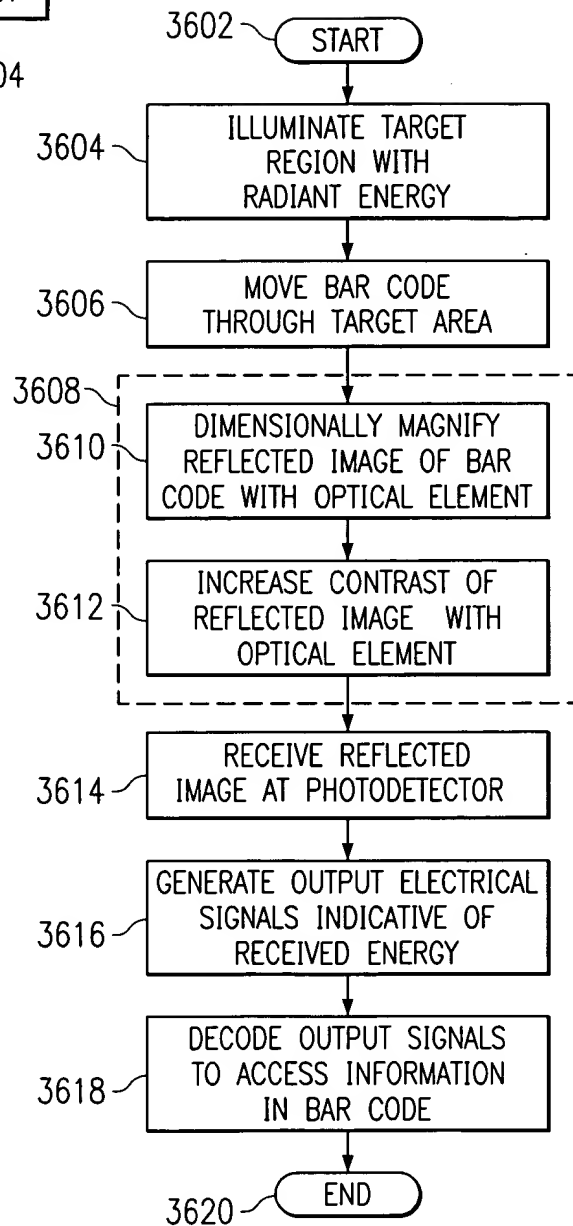


FIG. 36



PHLY-25,087

REPLACEMENT
SHEET

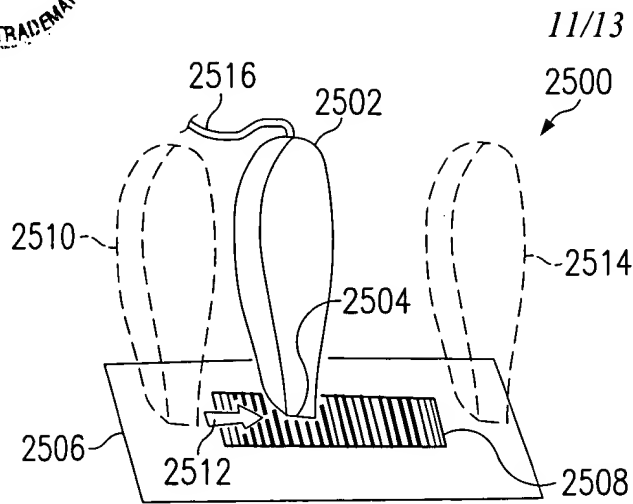


FIG. 25

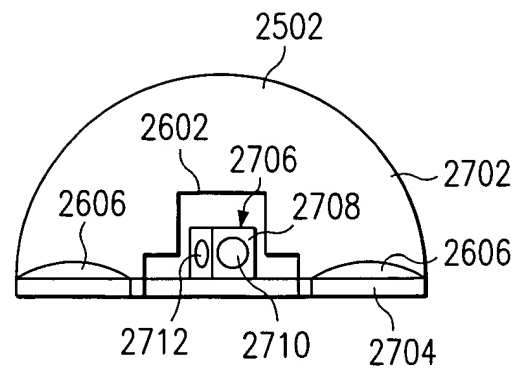


FIG. 27

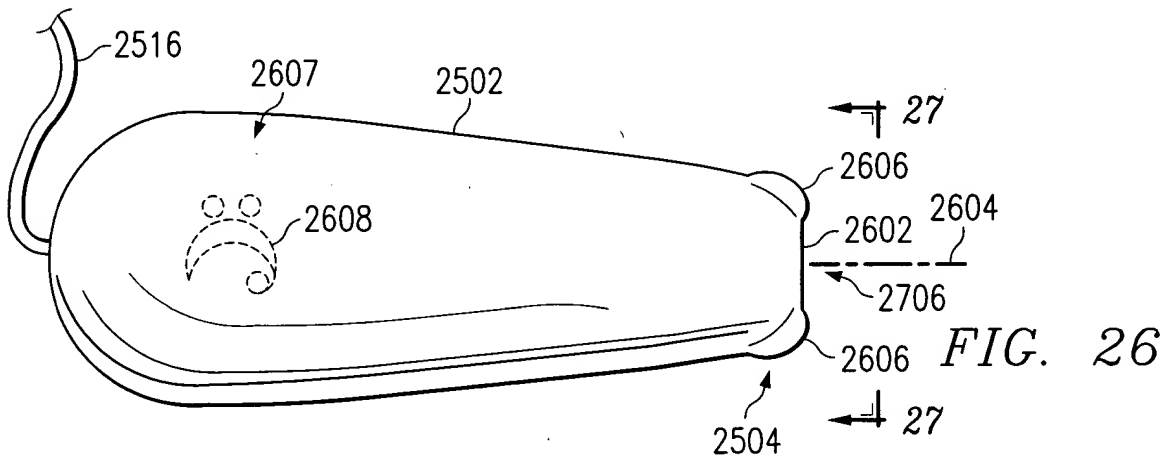


FIG. 26

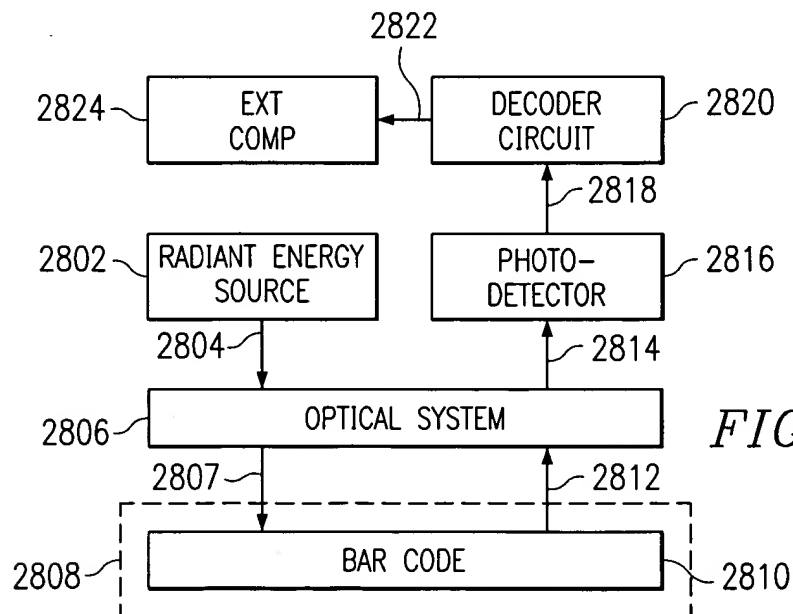
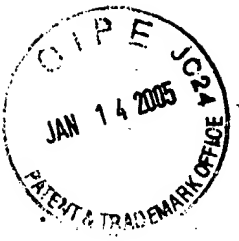


FIG. 28



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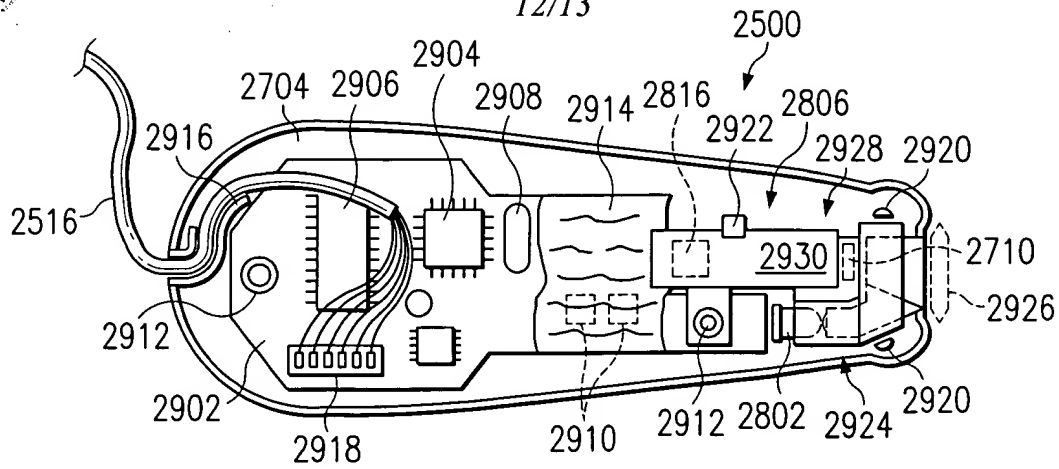


FIG. 29

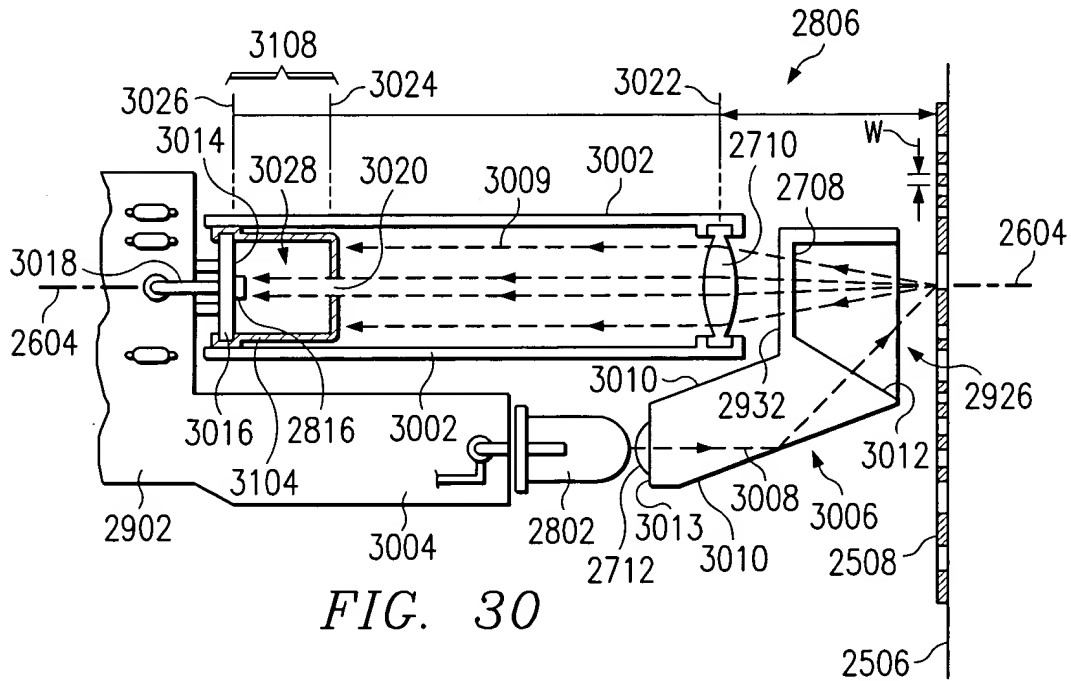


FIG. 30

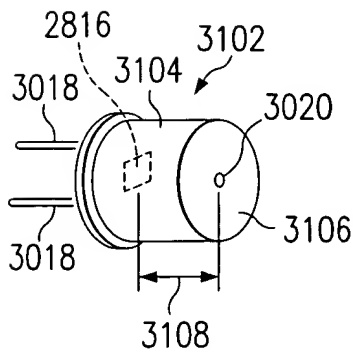


FIG. 31

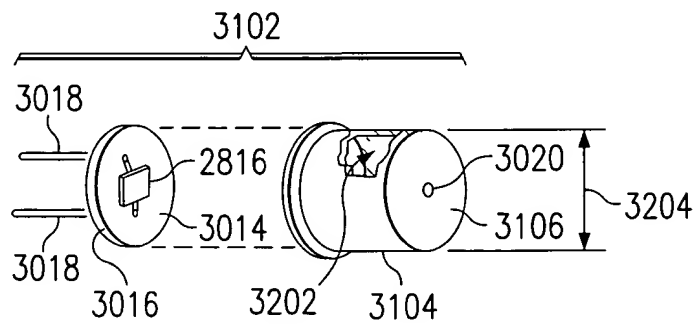


FIG. 32

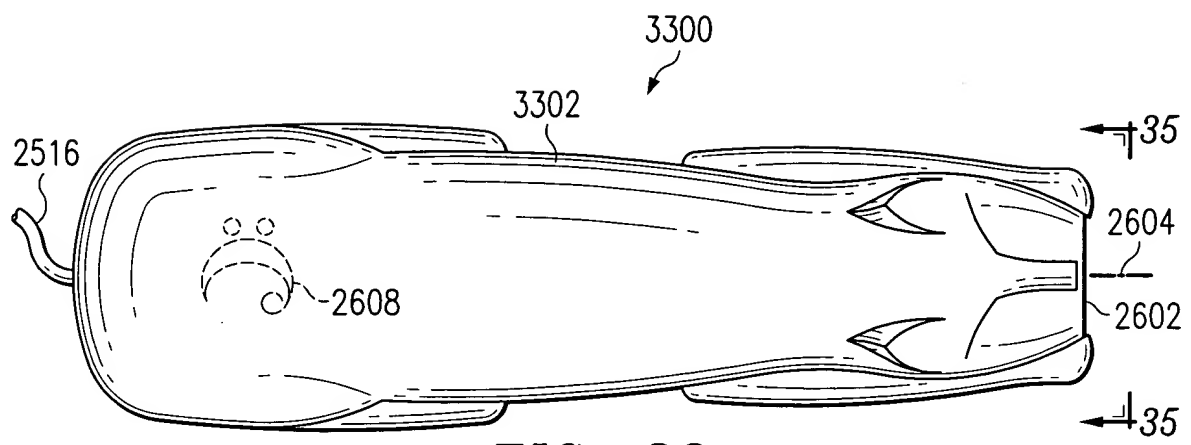


FIG. 33

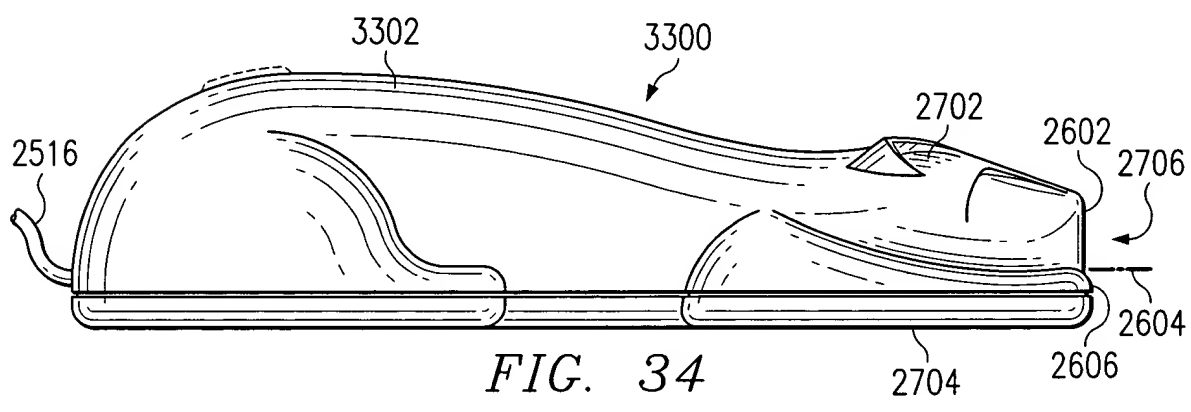


FIG. 34

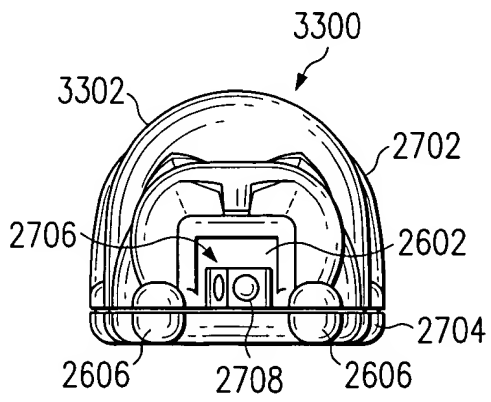


FIG. 35